GROWING ACCEPTABILITY OF RAPID CHANGE IN RULES BY NATION

Dr. Paras Jain
Director, Silicobyte Katni Degree College, Katni

ABSTRACT
It's tough to get people to adopt changes. The efficacy of advertising, promotions, and the message has great impact. It is more difficult for innovators to rise above the din of opposition hard-to-manage relationship that seems to make a difference. Policy makers need to rethink the way they bring innovations to people. Present study is focused on finding acceptance of changes in rules among different age groups.

KEYWORDS: Acceptability, Public Environment, GST, Demonetization

INTRODUCTION
Policy makers develop new strategies for playing in today’s networked environment. By understanding how social, commercial, and physical networks behave, innovators develop new tactics. Generally people, by their very nature, resist new ideas and amendments. Despite the risks involved with developing and launching changes, govt. take risk to change for growth.

Public environment is inimical to innovation because it craves equilibrium. When a change enters the environment, it upsets the people expectations and choices and introduces uncertainty in decision making. Virtual connections between public and govt. representatives also affect the adoption of changes.

Innovations by govt. have a complementary approach to public. Govt. thinks several steps ahead and works back for the desired result. After identifying the need, the policy maker should drop those strategies that will not generate the responses. As the campaign progresses, the govt. should keep pruning its options, and, as far as possible, implement only those strategies that maximize its chances of getting to its desired result. Demonetization, digitalization of market, e currency, GST implementation, triple divorce and girl child promotion is examples of acceptability of change.

OBJECTIVE OF STUDY
- Finding of acceptability of change in rules related to economical issues
- Finding of acceptability of change in rules related to social issues
- Finding of acceptability of change in rules related to educational issues
HYPOTHESIS

1. There is no significant acceptability of change in rules related to economical issues.
2. There is no significant acceptability of change in rules related to social issues.
3. There is no significant acceptability of change in rules related to educational issues.

METHODOLOGY

Descriptive survey method was used for present study. 1000 persons belonging age 18-35 years were selected randomly for study. Sample was consists of 50% rural, 50% urban, 50% male and 50% female. They were interviewed using a self-prepared questionnaire having questions related to economical, social and educational issues. Collected data was tabulated and comparatively analyzed.

FINDING AND ANALYSIS

Table: Status of Acceptance of Change in Rules

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Gender</th>
<th>No. of Persons Accepted Change in Rules %</th>
<th>Economical Issues</th>
<th>Social Issues</th>
<th>Educational Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 years</td>
<td>Male</td>
<td>64</td>
<td>58</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>61</td>
<td>54</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>26-30 years</td>
<td>Male</td>
<td>67</td>
<td>61</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>63</td>
<td>59</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>31-35 Years</td>
<td>Male</td>
<td>68</td>
<td>63</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>65</td>
<td>66</td>
<td>62</td>
<td></td>
</tr>
</tbody>
</table>

Chart: Status of Acceptance of Change in Rules
Acceptability for economical matters among 18-25 age group found 64% in male and 61% in female. In the age group 26-30 years, economical acceptability is observed 67% in male and 63% in female. For age group 31-35 year persons, 68% male and 65% female showed acceptance of change in rules. Thus hypothesis 1, there is no significant acceptability of change in rules related to economical issues is rejected.

Acceptability of change in social rules indicated by 58% male and 54% female of age group 18-25 years, 61% male and 59% female of age group 26-30 year and 63% male, 66% female of age 31-35 year. Hence hypothesis 2, there is no significant acceptability of change in rules related to social issues is rejected.

Regarding changes in educational issues 51% male, 54% female of age group 18-25 years showed acceptance. 59% male and 56% female of age group 26-30 years expressed consent on change. Among age group 31-35 years 64% male and 62% female indicated their acceptance. Therefore hypothesis 3, there is no significant acceptability of change in rules related to educational issues is rejected.

CONCLUSION
Acceptability of change in rules of nation by public is increasing. Now a day’s people don’t believe to protest change in rules. They believe to change themselves according to amendments. Adaptation of rapid changes in rules indicates positive and ameliorative approach of people which is sign of progressive nation.

REFERENCES